

CONNECTION

LIBRARY OF CALIFORNIA

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California State Library continues Rural Initiative Program

There are at least 400 rural public library outlets in California within at least 73 different public library jurisdictions. Many branches, stations, and bookmobiles provide service with major assistance from volunteers. In addition, there are many geographically isolated areas lacking the physical presence of public library facilities. The Rural Initiative, initiated by State Librarian Dr. Kevin Starr, seeks to assess and address the library service needs of rural Californians.

In 1998-99, the first year of the Rural Initiative, the focus was on assessing the need for rural library service from the standpoint of both residents of rural communities and the staff of rural libraries. The goal of year two of the initiative was to implement projects designed to address the needs identified in year one.

"The Rural Initiative," says Susan Rawlins, director of the Colusa County Free Library, "is showing us rural library directors that the State Library is now supporting us with action in ways that truly respond to our needs."

The year two projects included development of volunteer capacity in rural libraries, application of Asset Based Community Development concepts to strengthen specific rural libraries, and development of technology to overcome the barrier of remoteness to public programming and staff development.

Among the other projects implemented during 1999-2000 was Book Rendezvous, in which Friends of the Library were trained to identify valuable books among those available for the usual low-priced library book sales. Another project was the CALTAC Board Development Project, in which carefully selected members of the California Association of Library Trustees and



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Commissioners (CALTAC) were trained to train their peers on local library boards upon invitation by those boards. Further, twelve rural library jurisdictions were trained in a workshop by Carla Lehn, an authority on volunteerism and board development, entitled "Volunteerism Issues for California Libraries." This workshop included the use of videoconferencing to accommodate participants who would not be able to attend the workshop.

The third year of the Rural Initiative, 2000-2001, is now underway, with nine separate

projects planned. These programs are:

- development of a librarian practitioner certification process for rural libraries
- further implementation of the CALTAC Board Development Project
- further development of the capacity for rural libraries to use volunteers effectively
- development of an e-commerce Web site for rural library book sales
- a study of the impact of technology on northern California rural libraries
- further development of videoconferencing and other technology for use in rural libraries
- teaching Asset-Based Community Development concepts in four rural libraries
- development of virtual meeting rooms in rural libraries
- preparation of a plan for ongoing rural library service development

See Rural Initiative Program, Page 2

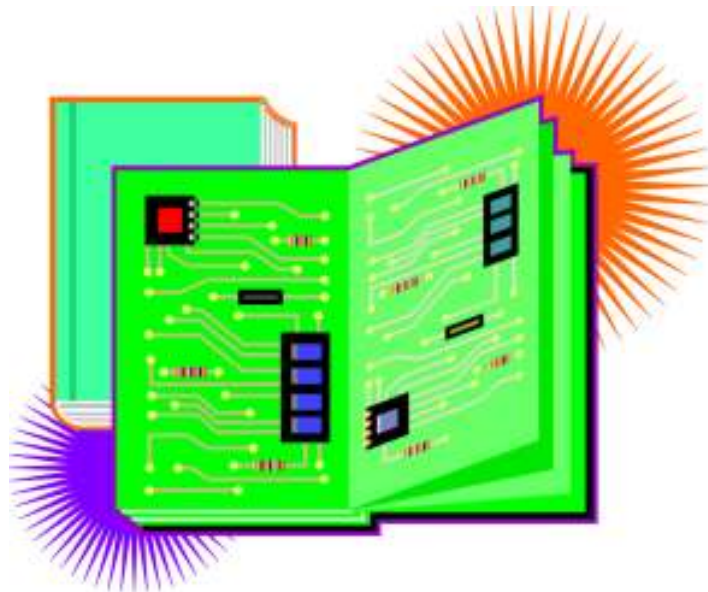
CSL plays important role in development of new California Web portal

In his State of the State address to the Joint Legislative assembly on Jan. 8, 2001, Governor Gray Davis announced the unveiling of the new California Web Portal called "My California," which is part of the California State Home page. Located at www.ca.gov, this new Web site is designed to allow users to personalize their search through California agencies and information.

California residents, for example, may use the new state home page to register their cars online with the Department of Motor Vehicles, to buy a fishing license, or to make camping reservations in a state park. These Internet innovations on the state Web site are part of Governor Davis' plan to use technology to improve Californians' access to state government.

A team from the California State Library developed the content for the new government portal. John Jewell, recently appointed bureau chief of CSL services, recruited and led a team of librarians and consultants in gathering state agency information and topics for the new "Government" page. This team consolidated content from the former state home page with information from the numerous government agency Web sites in an effort to gather together "everything you ever wanted to know about California" on one Internet address.

"What we do is translate what people are asking for into language that people normally use to talk about them," said Jewell in a recent *Los Angeles Times* article about the new home page.



In addition to interactive features such as online vehicle registration, the new state portal features a section called "Newcomers to California." Here, a new resident of California can find information about school registration and immunization requirements for their child, state laws regarding vehicles and driver's licenses, where and how to register to vote, or what types of health services are available. There is even a live video camera featuring streaming video of the Ano Nuevo seals. The contents are arranged in such a way to make information about California available to the state's residents, as well as to people from anywhere in the world who are seeking information about California in anticipation of moving to or visiting the Golden State.

Newspaper articles have been written about the California State Home page, including the *San Francisco Chronicle* (Jan. 9, 2001) and the *Los Angeles Times* (Jan. 10, 2001).

For further information about the California State Home Page, contact John Jewell, chief of state library services, CSL, at (916) 653-0293, or by email to jjewell@library.ca.gov.

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Rural Initiative Program

Look for updates on different components of the Rural Initiative program in future issues of *Connection* as the year progresses.

This project is supported primarily by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the state librarian.

Previous issues of *Connection* contain

articles written about three components of the Rural Initiative program: Book Rendezvous (July 2000), CALTAC Workshops (August 2000), and Video Author Visits (September 2000).

For further information about the Rural Initiative program, contact Al Bennett, library programs consultant, CSL, at (916) 653-7743, or by email to abennett@library.ca.gov.



Ninety-seven LSTA proposals submitted to State Library

The next step in the application process is the proposal review.

The California State Library has received 97 proposals for Library Services and Technology Act funding for the fiscal year 2001/2002 grant cycle. Requesting a total of \$13.8 million, these grant proposals outline an innovative or cooperative library program, concept, or service for which the applying library seeks grant funding.

The next step in the application process is the proposal review. LSTA funding is awarded based on the competitiveness of each grant proposal with the other ones that have been submitted. In mid-April, 2001, the state librarian will advise those who have submitted LSTA proposals regarding competitiveness of their proposals. Completed applications may then be submitted, which will be due at the Library Development Services bureau of CSL on June 11.

LSTA is a federally-funded grant program for libraries administered by the CSL. It provides local assistance grants to libraries in the areas of technology innovation, resource sharing, multitype library networking, and targeted services to the underserved, disadvantaged, geographically isolated, or illiterate. Libraries of all types, academic, corporate, institutional, public, school, and special, are eligible for funding.

For general information on LSTA, visit the CSL Web site at www.library.ca.gov/html/grants.html. For further information on LSTA, contact Jay Cunningham, LSTA program coordinator, at (916) 653-8112, or by email at jcunningham@library.ca.gov.

A P P O I N T M E N T

Jewell finds new setting

John Jewell is the new chief of State Library Services, the librarian in charge of the collection at the California State Library.

Jewell replaces Sheila Thornton, who served in the position for 25 years. Jewell previously served the state library as assistant director for information services in the California Research Bureau. He has been with the CSL for 14 years, working in four different bureaus.

Jewell says that he wants to develop a state library for the 21st century, a library that “preserves the best of the present services and collections and then develops new services and collections responsive to those we serve in the new digital age.”

Jewell emphasizes that the work of State Library Services will continue providing its present range of services.

Jewell graduated from the University of Kansas in 1961 and received his master's degree in librarianship from Denver University in 1969. He was employed at the Fresno County Public Library, working his way up to principal librarian in charge of reference before transferring to the CSL in 1986.



Library services publications available at State Library

Providing services that address the library needs of the culturally diverse populations of California can be found in two recent publications of the California State Library. These are free publications that are currently available in the Library Development Services bureau of the CSL, and can be ordered from LDS. These two publications are:

- *Cultivating Change: Redesigning Library Services Using the Partnerships for Change Approach.* Edited by Shelly Keller, PFC public relations trainer, and Patricia Wong, program coordinator for children's and youth services, Oakland Public Library. 1999.

In 1988 the CSL created the Partnerships for Change (PFC) program, whose mission was to help California's public libraries redesign their library services to be more responsive to the needs of their library's culturally diverse communities. This publication provides written guidelines for libraries to use the PFC approach, which were gleaned from the training materials, surveys, and other information of the libraries that participated in the original PFC program.

- *Keeping the Promise: Recommendations for Effective Library Service to African Americans.*

Edited by Shelly Keller. 1996.

Written by the CSL's Task Force on Service to African Americans, this publication was created to help public service librarians, administrators, and library directors improve library service to African Americans throughout California. This publication provides information and recommendations about needs assessment and community analysis, access to services, collection development, services and programs, marketing and awareness, funding, and other issues.

To order these publications, include the publication title, number of copies wanted, and the shipping address of the requesting library. Fax the request to Martha Ortiz, LDS bureau, at (916) 653-8443, or mail to California State Library, Library Development Services Bureau, P.O. Box 942837, Sacramento, CA 94237-0001

APPOINTMENT

Gaines appointed to LoC Board

On January 23, 2001 Assembly Speaker Robert Hertzberg announced the appointment of Fred Gaines of Calabasas to the Library of California Board for the term Jan. 2001 to Jan. 2004. He succeeds Michael Spence of West Covina, whose term expired in 2000.

Mr. Gaines, who is Founding and Managing Partner of Gaines & Strahlstrom, specializing in land use and related issues, will participate in the Board's February 14-16, 2001 meeting in Riverside.

See next month's Connection for a full bio of this new Board member.

Fresno County library launches bilingual awareness campaign

The Fresno County Public Library has initiated a bilingual media campaign to promote the library, books, and reading.

The public awareness campaign, which began on January 4, will run for 13 weeks with spots airing on English- and Spanish-language television and radio and with billboards in Spanish and English.

State Librarian Dr. Kevin Starr chose the Fresno County Public Library to conduct the campaign to test a “cooperative funding strategy” used by the public library in Charlotte, North Carolina in 1997.

According to John Kallenberg, county librarian, the campaign will generate \$325,000 in media exposure for an investment of \$65,000 in Library Service and Technology Act (LSTA) funds. Kallenberg notes that since the passage of a bond measure, the Fresno County Public Library has tripled its book budget and added 175 new public-access computer terminals.

The theme of the campaign is “The Library: Check It Out.” A similar campaign was run last year by the San Diego Public Library, also using LSTA funds.



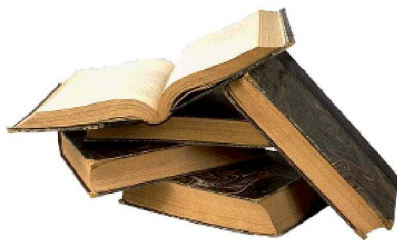
Evaluations of the San Diego campaign after it was over indicated that it had significantly increased public awareness of the public library and its programs. Approximately six out of ten San Diegans surveyed after the campaign said that they were aware of the campaign.

The campaign in Fresno County is considerably expanded from the one in San Diego, according to Kathleen Low, a consultant at the California State Library. In the

Fresno County campaign a greater effort has been made to reach non-English-speaking residents, and there has been more of an emphasis on radio and outdoor advertising.

Anna M. Tatar, director of the San Diego Public Library, says that the campaign in that city produced unexpected benefits for the library and other libraries in the vicinity.

“It gave us a great opportunity to strengthen our relationships with key people in the community,” Tatar says. She and others in San Diego consider the campaign a great success.



Libraries benefit in governor's proposed budget

“It is another good year for libraries in California,” says State Librarian Kevin Starr.

Starr notes that there are a number of increases in state spending on libraries built into the governor's proposed 2001-02 state budget. Major budget items include:

- \$3.2 million for the Library of California;
- \$500,000 to expand the Families for Literacy program;
- \$2,092,000 to increase state support of the Public Library Foundation Program;
- \$41,000 for the addition of new libraries to the California Library Services Act system;
- \$1,251,000 for rate and workload increases in the Transaction-Based Reimbursement Program;
- \$212,000 for facilities management and increased fiscal and business services workload at the CSL;
- \$157,000 to begin digitizing the CSL's collection of historic photographs and make them available on-line;
- \$429,000 for maintenance and repair of the Library & Courts II building at 900 N Street in Sacramento.

The 2001-02 proposed budget total for libraries is just over \$128 million.

February

February 14-16, 2001

Library of California board meeting, Riverside

March

March 1-3, 2001

Public Library Association (PLA) Spring Symposium, Chicago

March 15-18, 2001

Association of College and Research Libraries (ACRL)
National Conference, Denver

April

April 25-27, 2001

Library of California board meeting, Sacramento

June

June 9-14, 2001

Special Libraries Association Annual Conference, San Antonio

June 14-20, 2001

ALA Annual Conference, San Francisco

June 27-29, 2001

Library of California board meeting, Fresno

August

August 15-17, 2001

Library of California board meeting, San Diego

October

October 31-November 2, 2001

California School Libraries Association (CSLA)
Annual Conference, Long Beach

November

November 2-5, 2001

California Library Association (CLA) Annual Conference, Long Beach

November 5-7, 2001

Library of California board meeting, Long Beach

November 14-18, 2001

American Association of School Librarians (AASL)
National Conference, Pittsburgh, PA

CONNECTION

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Articles for inclusion in a
future issue of the

Connection are welcomed.

Please submit articles or
suggestions to the *Connection*
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